

SPORTS MEDIA AND COMMUNICATION (SMC)

Courses primarily for undergraduates:

SMC 2500: Principles of Sports Media and Communication

Credits: 3. Contact Hours: Lecture 3.

Exploration of the essential principles behind the interaction of sports and media communication. Students will understand the processes that shape how sports are portrayed, promoted, and analyzed in the media, increase their awareness of decision-making strategies within the industry, and engage in opportunities to apply theoretical concepts to practical scenarios surrounding sports media content. (Typically Offered: Fall, Spring)

SMC 3040: Sportswriting and Announcing

Credits: 3.

Prereq: JLMC 1100 and Minimum of C+ in JLMC 2010

Hands-on experiences develop skills needed to write various forms of sports journalism and to provide play-by-play and color commentating duties for radio and TV sports broadcasts. Reviews history of sports media and its development from the early days of print sports coverage and radio broadcasting to modern multimedia sports coverage, including social media and podcasting. (Typically Offered: Fall, Spring)

SMC 3510: Strategic Sports Communication

Credits: 3.

Prereq: JLMC 1100 and Minimum of C+ in JLMC 2010

Students create strategic brand-compliant written, creative and digital content to advocate on behalf of a specific sports team, conference or organization. Communications include game notes, game recaps, social media campaigns and feature stories. Media relations, website management, graphic design, statistics, video production, photography, crisis management and game-day operations will also be addressed. (Typically Offered: Fall, Spring)

SMC 3520: Sports Broadcast Production

Credits: 3.

Prereq: SMC 3040

Analysis and understanding of the processes and procedures in sports broadcast production. Students will explore the basics of creating engaging sports broadcasts for different platforms, with equal emphasis on established techniques and emerging trends. (Typically Offered: Fall, Spring)

SMC 3530: News Coverage of Sports Industries

Credits: 3. Contact Hours: Lecture 2, Laboratory 2.

Prereq: SMC 3040

Reporting and writing about economic, regulatory and topical issues that shape and affect recreational, amateur and professional sports at the local, national and international levels. Developing stories for appropriate platforms. Issues may include those related to financial models, health and equity, including organizational, athlete and fan experiences. (Typically Offered: Fall, Spring)

SMC 3730X: Content Strategy for Media Brands

(Cross-listed with ADVRT 3730X/ PR 3730X/ JLMC 3730X).

Credits: 3. Contact Hours: Lecture 3.

Prereq: Sophomore Standing.

Overview of the evolution of the magazine and digital publishing industries with a focus on editorial philosophies and planning, social influence, demographics, legal and ethical considerations, design principles, and production. Analysis of specialized content created for targeted audiences and delivered through traditional, digital, social, and emerging platforms. Emphasis on revenue streams and market considerations, including advertising, sponsored content, commerce, circulation, premium special issues, brand licensing, and events. This course will be offered in the fall semester of even-numbered years. (Typically Offered: Fall)

SMC 3900: Professional Skills Development

(Cross-listed with ADVRT 3900/ PR 3900/ JLMC 3900).

Credits: 1-3. Repeatable, maximum of 6 credits.

Prereq: (Minimum of C+ in JLMC 2010; JLMC major or ADVRT major or PR major or SMC major)

Check with Greenlee School for course availability. No More Than 3 Credits In JLMC/ADVRT/PR 3900 May Be Applied Toward Major Requirements For Graduation. (Typically Offered: Fall, Spring)

SMC 3910: Short Course Intensive

(Cross-listed with ADVRT 3910/ PR 3910/ JLMC 3910).

Credits: 1. Contact Hours: Lecture 1.

Repeatable, maximum of 6 credits.

Focused short courses on timely concepts. Check with Greenlee School for course availability. Offered on a satisfactory-fail basis only.

SMC 4230: Sports and the Media in a 24/7 Digital World

Credits: 3. Contact Hours: Lecture 3.

Exploration of how digital technology constantly changes advertising, journalism and public relations practices in the sports media industry. Examination of sociological, political, legal, ethical and technological issues in high school, collegiate, and professional sports. (Typically Offered: Fall, Spring)

SMC 4900: Independent Study in Media and Communication

(Cross-listed with ADVRT 4900/ PR 4900/ JLMC 4900).

Credits: 1-30. Repeatable.

Prereq: Junior or Senior classification; Instructor Permission

Projects during which students may study problems associated with a medium, a professional specialization, a philosophical or practical concern, a reportorial method or writing technique, or a special topic in their field. Credit is not given for working on student or professional media without an accompanying research component. Graduation

Restriction: No more than 3 credits of ADVRT/JLMC/PR/SMC 4900 may be used toward a degree in the Greenlee School.

SMC 4910: Sports Fieldwork

Credits: 1-3. Repeatable, maximum of 3 credits.

Prereq: JLMC 2010 and Permission of Instructor

Students enrolled in the practicum would complete hands-on and professional-level experience in the sports media and communication field. With pre-approval from the course advisor/instructor, a student can choose to work in collaboration with a range of sports- and/or media-related organizations, dependent on the project's needs and skill set of the student. (Typically Offered: Fall, Spring)

SMC 4940X: Strategic Sports Media and Communication Capstone

Credits: 3.

This capstone course provides students an immersive learning experience in strategic sports communication. Students will create strategic written, digital and social media content to support a local, regional or national athletic event as well as help manage media relations efforts during the event. Following the event, students will evaluate the hands-on experience and present their results to the client. (Typically Offered: Fall, Spring)

SMC 4950: Senior Integrative Capstone

Credits: 3.

Prereq: SMC 3040 and SMC major

Students synthesize knowledge, ideas, courses and experiences of their undergraduate program with a multidisciplinary, project-based learning approach. During this intensive culmination of their academic work, students explore complex subjects and real-world issues related to the philosophical, sociological, ethical and legal aspects of sports communication. This process enables students to demonstrate research, critical thinking, creative and communication skills needed to prepare for careers in an integrated media environment. (Typically Offered: Fall, Spring)

SMC 4960X: Greenlee Global

(Cross-listed with JLMC 4960X/ PR 4960X/ ADVRT 4960X).

Credits: 1-3. Repeatable, maximum of 9 credits.

Prereq: JLMC 2010

Tour, study and produce professional content while traveling internationally or within the United States. Location and duration of trips will vary. Pre-trip sessions arranged. Limited enrollment. Trip expenses paid by students. (Typically Offered: Fall, Spring, Summer)

SMC 4970: Special Topics in Communication

(Cross-listed with JLMC 4970/ PR 4970/ ADVRT 4970).

Credits: 1-3. Contact Hours: Lecture 3.

Repeatable, maximum of 6 credits.

Prereq: Junior classification

Seminars or one-time classes on topics of relevance to students in communication. See Schedule of Classes for topics.

SMC 4990A: Professional Media Internship: Required

(Cross-listed with ADVRT 4990A/ PR 4990A/ JLMC 4990A).

Credits: 3.

Prereq: ([JLMC major; JLMC 1100; minimum of C+ in JLMC 3020 or JLMC 3030] or [ADVRT major; JLMC 1100; ADVRT 3010 or PR 3010; minimum of C+ in JLMC 2010] or [PR major; JLMC 1100; ADVRT 3010 or PR 3010; minimum of C+ in PR 3210] or [SMC major; JLMC 1100; SMC 3040]); Advisor Approval

Initial, required internship. A 300-hour (for 3 credits) internship in the student's specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only.

SMC 4990B: Professional Media Internship: Optional

(Cross-listed with ADVRT 4990B/ PR 4990B/ JLMC 4990B).

Credits: 1-3. Repeatable.

Prereq: ([JLMC major; JLMC 1100; minimum of C+ in JLMC 3020 or JLMC 3030] or [ADVRT major; JLMC 1100; ADVRT 3010 or PR 3010; minimum of C+ in JLMC 2010] or [PR major; JLMC 1100; ADVRT 3010 or PR 3010; minimum of C+ in PR 3210] or [SMC major; JLMC 1100; SMC 3040]); Advisor Approval

Optional internship in the student's specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only. (Typically Offered: Fall, Spring, Summer)